

Building the Business Case for Energy Efficiency in Data Centers



This dynamic, new interactive resource from Lawrence Berkeley National Lab (LBL's) Center of Expertise for Energy Efficiency in Data Centers (<https://datacenters.lbl.gov/>) will help project champions:

1

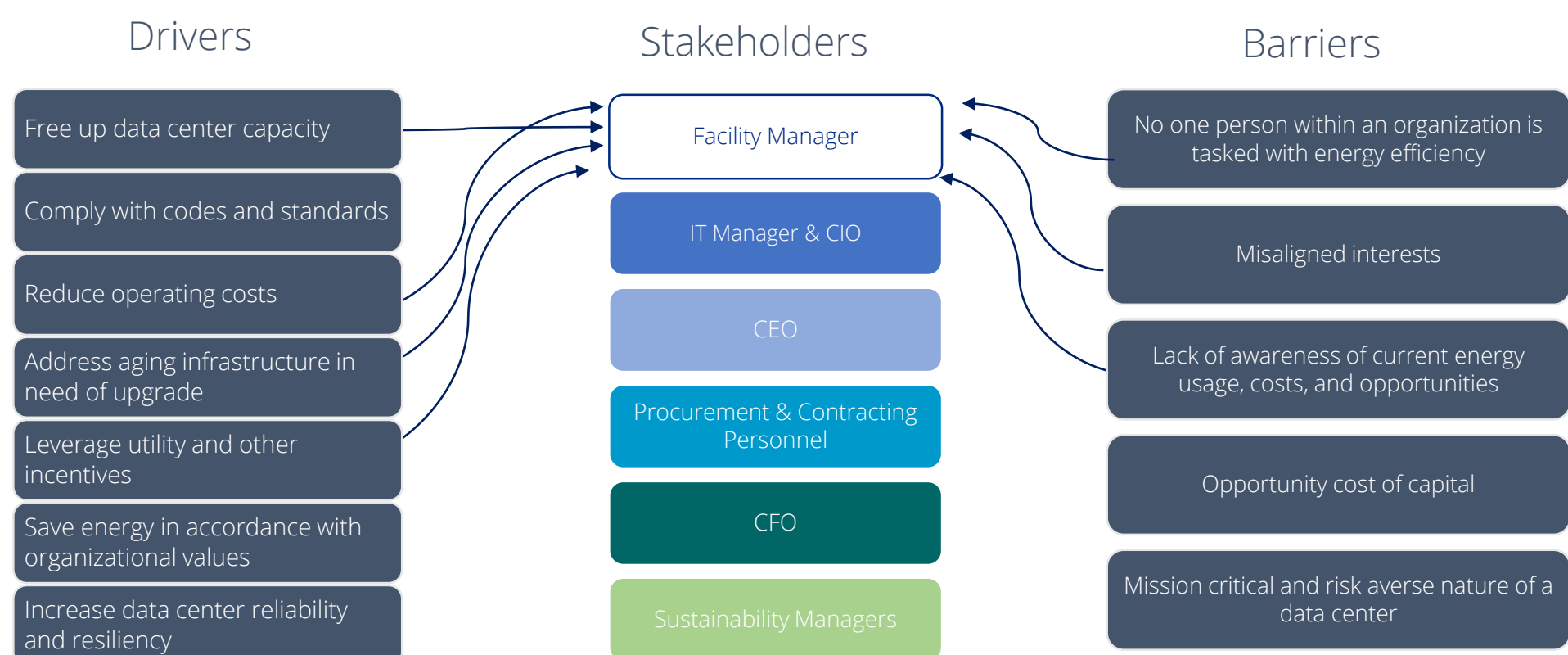
Identify drivers that can effectively demonstrate the benefit of energy efficiency in your data center.

2

Win over stakeholders within your organization whose buy-in is critical to advancing your energy efficiency project. Improve your understanding of how their interests might be impacted (either positively or negatively) from a project. Learn which drivers and barriers are specific to them, and explore available resources that can help achieve buy in.

3

Overcome barriers you might encounter during the planning and implementation of your energy efficiency project. Identify opportunities (and resources) that can help you overcome institutional, technical, and financial barriers.



Access the *Building the Business Case for Energy Efficiency in Data Centers* resource [here](#).

* PDF version soon to be replaced with interactive web version.



**CENTER OF
EXPERTISE**
FOR ENERGY EFFICIENCY IN DATA CENTERS